



NFBPA CONFERENCE FORUM 2010

**“Good to Great: Transforming the Connection between
Community & Government”**

**Sustainability: Economy+Environment+Social/Cultural
Equity**

Tuesday, April 27, 2010

10 a.m. – 11:30 a.m.

**Faye W. Outlaw, MPA
St. Lucie County Administrator**

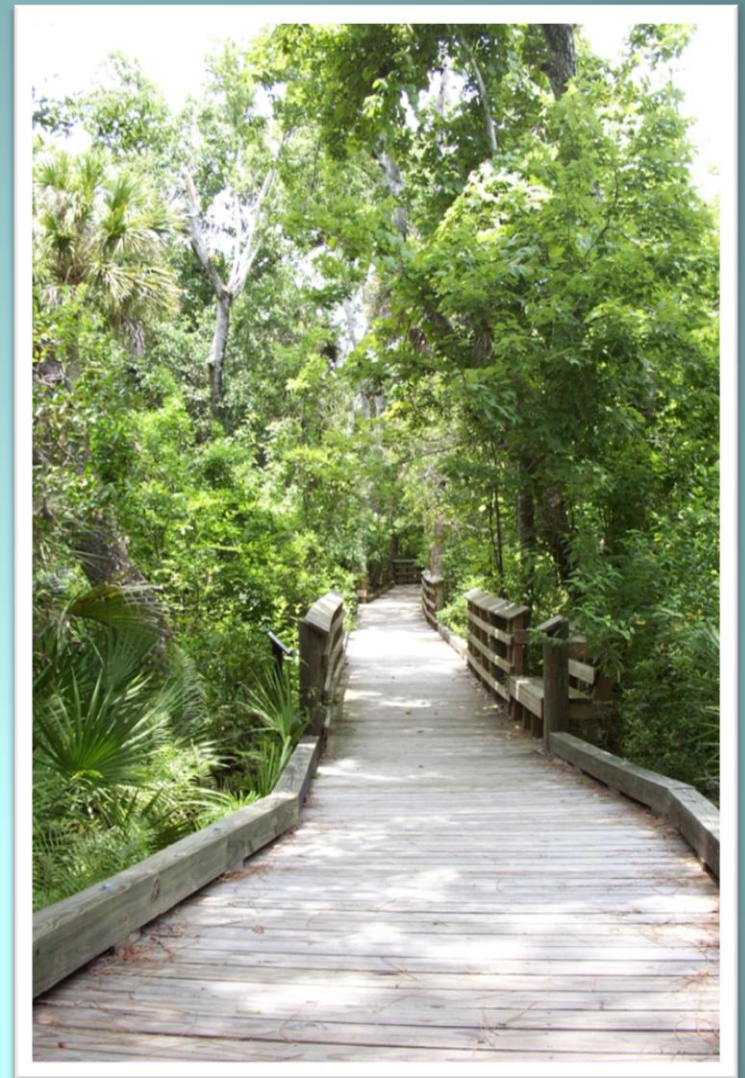
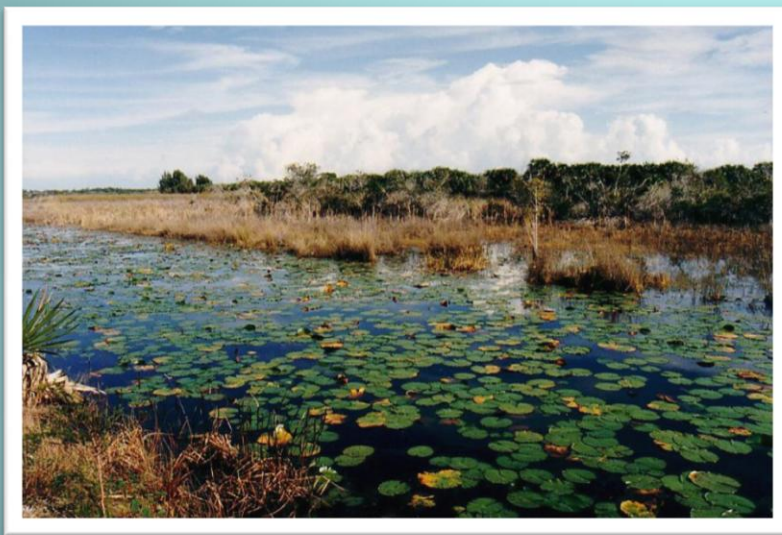




Founded in 1905, St. Lucie County is comprised of just over 600-square-miles located between West Palm Beach and Orlando on Florida's East Coast.

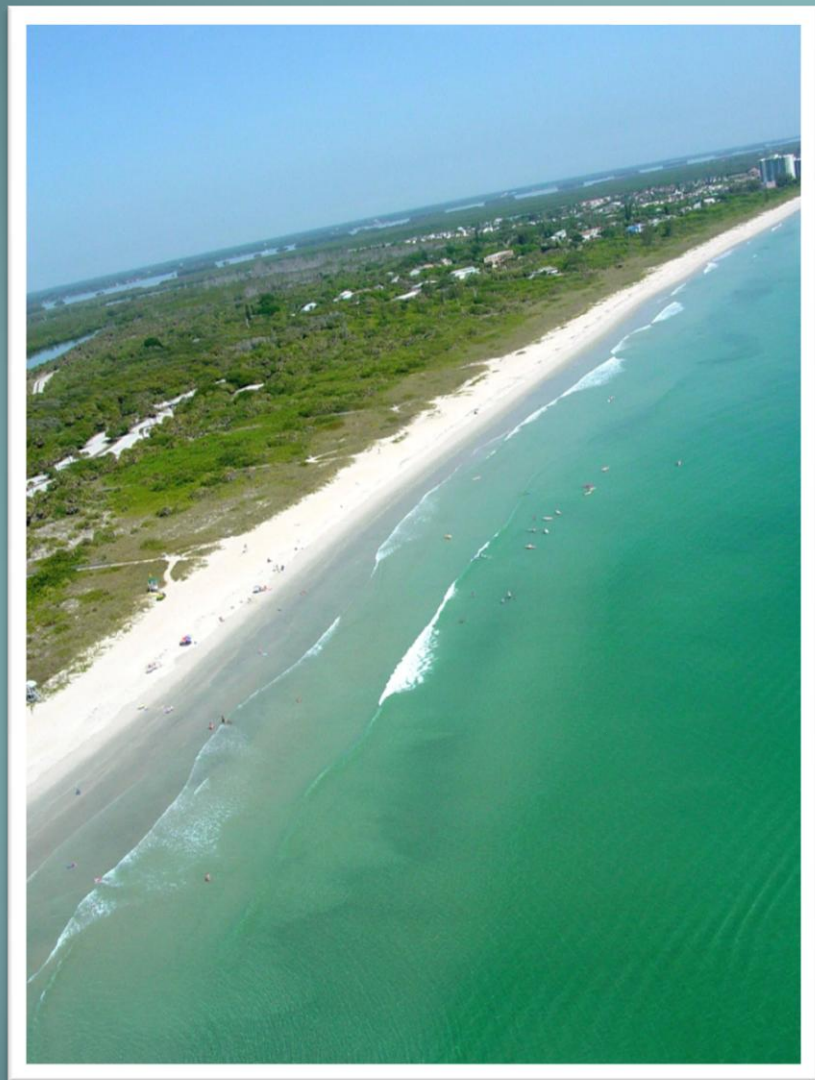


Through voter-approved bond referenda and the efforts of the Board of County Commissioners, St. Lucie County has preserved more than 11,000 acres of environmentally significant lands.



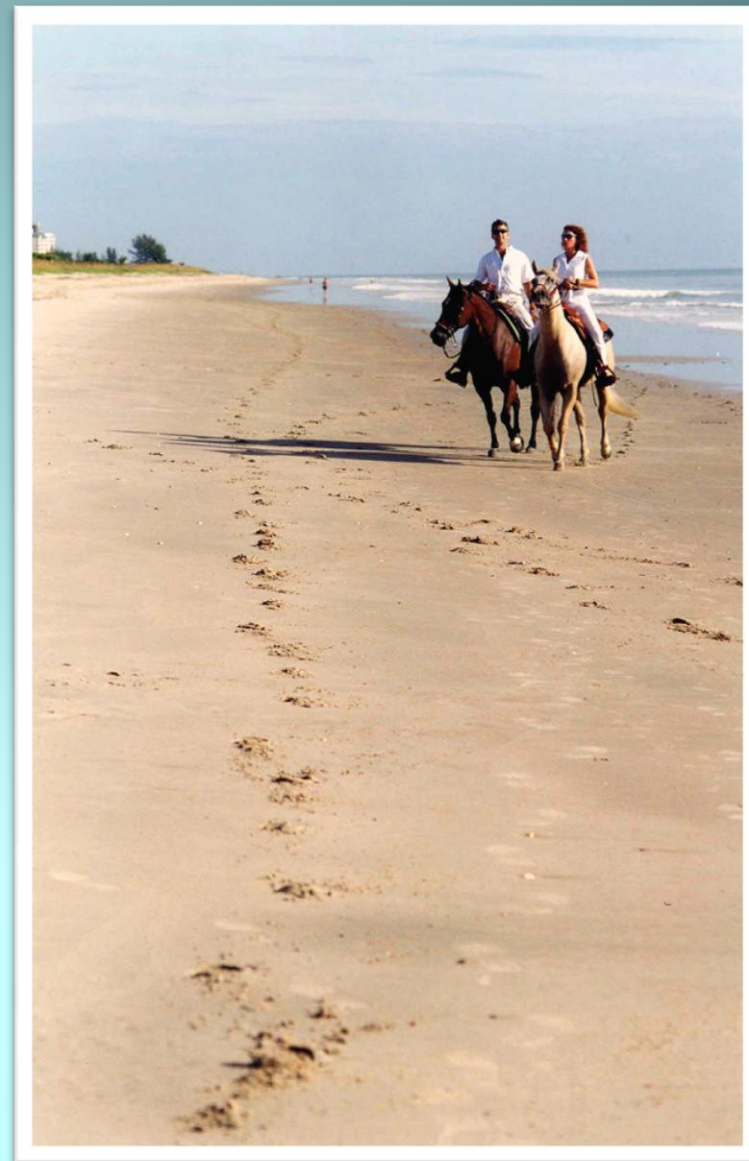


**St. Lucie County features 21 miles of
pristine, sandy beaches along Hutchinson
Island with more than a dozen public
beach parks.**



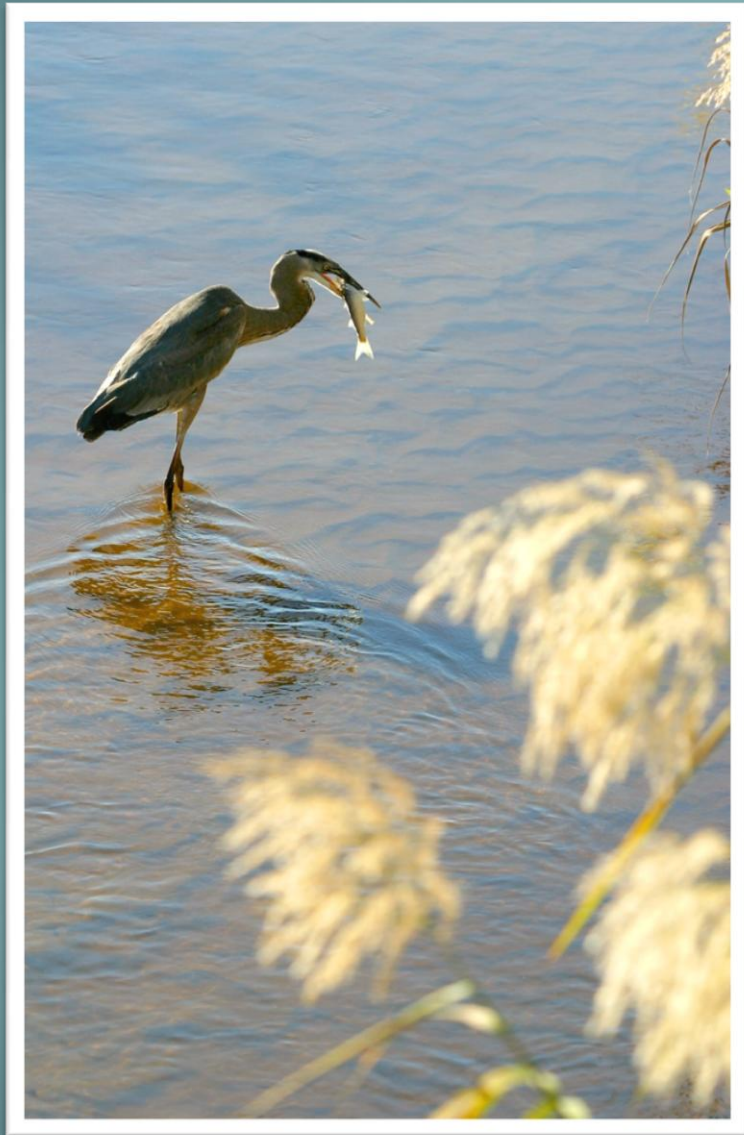


St. Lucie County offers more than 100 miles of trails for hiking, biking, bird watching and horseback riding.





St. Lucie County is home to one of the most diverse estuaries in North America: the Indian River Lagoon, which houses more than 4,000 species of plants and animals.



Making Sustainability Happen in St. Lucie County

Sustainability in St. Lucie County is illustrated as a three legged stool. Each leg represents a critical element – environmental stewardship (planet), social equity (people) and economic health (prosperity). Collectively, these elements are the foundation of sustainability and all three must be balanced to have a truly sustainable community.





ENVIRONMENTAL STEWARDSHIP: (Planet)

1. Acquisition and Management of Environmentally Sensitive Lands

- a. Over 7,000 acres have been purchased and managed to preserve, protect and/or restore native habitats and species.
- b. Commissioning a comprehensive study of wetlands to further protect and improve wetland functions.

2. Engage Citizen Involvement

- a. Sustainability Ad Hoc Committee, made up of citizens, government and business representatives, to make policy recommendations on sustainable practices.
- b. Smart Growth Committee and Environmental Advisory Committee to recommend changes to the County's Comprehensive Plan and Land Development Codes consistent with smart growth principles and environmental protection.



3. Long-Range Sustainable Planning

a. Towns, Villages and Countryside (TVC)

The TVC provides sustainable planning for a 14,000-acre area of existing agriculture lands and supports a broad range of growth management goals. Development in this area requires compact mixed-use models and incorporates both a street network and land use pattern that will significantly reduce vehicle miles traveled. The Florida Chapter of the American Planning Association distinguished the TVC with Award of Excellence in 2006.

b. Western Lands Study

The purpose of this effort is to develop a sustainable plan for the County's western lands that will preserve a functioning network of approximately 200,000 acres of agriculture, open space, and natural areas while providing economically viable options for agricultural landowners.



SUSTAINABLE COMMUNITIES AND SOCIAL EQUITY: (People)

1. Promote human-scale neighborhoods that provide shelter for all and offer a range of housing options:
 - a. Monitor the availability of affordable housing units, workforce housing and upper end housing units. Maintain a balance mix of housing units.
 - b. Demolition of derelict structures in neighborhoods and rehabilitation or reconstruction of poor quality housing using sustainable building methods and practices.
2. Support programs that help residents connect to “green living” by:
 - a. Establishment of community gardens, community supported agriculture, local Farmer’s Markets and farm-to-school programs
 - b. Provide public access to natural areas



3. Provide sustainability education that increases knowledge and raises community awareness and involvement.
 - a. Educational programs on alternative energy and energy conservation, water conservation, low impact landscapes, green building and green development and recycling and waste reduction.
 - b. Networks and partnerships to enhance opportunities for community education and involvements in sustainable practices.
4. Improve Community Transportation and Mobility
 - a. Expansion of public transportation, mass transit and multimodal transportation centers. Encourage innovative approaches to meet transportation needs associated with accessing jobs, education services and health care.
 - b. Increasing the number of sidewalks, bicycle trails, multi-use trails, and on-road bicycle lanes to encourage alternative forms of mobility and reduce vehicles on the road.



ECONOMIC HEALTH: (Prosperity)

1. Creation of an Economic Vision: Research Coast

a. Engage Economic Partners

St. Lucie County's vision as the "Research Coast" was born out of a 1995 economic development visioning process. It was a joint effort between government, education and business sectors that created phenomenal synergy. The County's vision is now a living reality through recruitment of:

- Digital Domain: Animation
 - 150,000 square feet
 - \$30 million capital investment
 - 500 jobs
 - Average salary - \$65,000
- HealthChem: Medical Diagnostics and Manufacturing
 - 200,000 square feet
 - \$34 million capital investment
 - 160 jobs
 - Average salary - \$60,000
- OHSU, Vaccine & Gene Therapy Institute: Aids, chronic viral infection-associated diseases
 - 130,000 square feet
 - \$72 million capital investment
 - 200 jobs
 - Average salary - \$60,000
- Torrey Pines Institute for Molecular Studies: M.S., AIDS, Alzheimer's, Heart Disease & Arthritis
 - 100,000 square feet
 - \$35 million capital investment
 - 189 jobs
 - Average salary - \$62,000



b. Develop Economic Incentives

The County tailors incentives to meet the needs of a company and the resources of the County. Four programs are available:

- Ad Valorem Tax Abatement
- Job Growth Incentive Grant
- Impact Fee Mitigation
- Rent Abatement



2. Innovative Economic Partnerships

a. Green Collar Consortium: Workforce Solutions

The mission of the partnership is to operate registered apprenticeship programs with an emphasis on training in green technology. The program will help retrain our local workforce to meet the demands of a dramatically-changing economy, provide more vocational options for our youth, and relate directly to other economic development efforts.

b. Green Energy Financing Initiative

Commonly called, Empower St. Lucie, this initiative is designed to provide funding for energy efficient and renewable energy measures to be completed within residential homes and commercial establishments. It will have two components: 1) a Municipal Benefit Service Unit (MSBU) to attach the obligation to repay the cost of improvements to the property, not the individual borrower and 2) a CDFI to serve as a non-profit bank that will provide low interest loans for energy efficiency building improvements to program participants.

Wrap-Up

Sustainability Tips: Building Your Community's 3-Legged Stool





Sustainability: Its more than a buzz word or certification

Sustainability is unique to every community

Educate: Elevate Organization and Community thinking in sustainability: Why is it important?

Recognize Sustainable Opportunities:

- Housing Stock/Building Techniques
- Comprehensive Plan
- Business Incentives
- Purchasing Procedures

Provide Sustainable Public Involvement

- Dialogue
- Meetings
- Committees
- Workgroups

Prepare for challenges and work through challenges

- Political Leadership
- Opponents
- Supporters

Make sustainable commitment for implementation.